

**REMARKS**

Claims 1 – 4, 6 – 17 and 19 - 36 are pending in the present application. Claims 5 and 18 were previously cancelled, and claims 29 – 36 are newly added.

Applicants amended the specification to correct a typographical error.

The Office Action applies the following references in various rejections of the claims:

- (a) U.S. Patent No. 6,356,909 to Spencer (hereinafter "the Spencer patent");
- (b) U.S. Patent No. 6,725,204 to Gusley (hereinafter "the Gusley patent"); and
- (c) U.S. Patent No. 5,859,967 to Kaufeld et al. (hereinafter "the Kaufeld et al. patent").

The Gusley patent is not listed on a PTO-892. Applicants respectfully request that with the next communication, the Office includes **a PTO-892 that lists the Gusley patent**.

Claims 1 – 3, 8 – 10, 12, 14 – 16, 22, 23, 27 and 28 are rejected under 35 U.S.C. 102(e) as being anticipated by the Spencer patent. From page 3 of the Office Action, it is clear that this rejection also applies to claim 21. Additionally, claims 4, 6, 7, 11, 13, 17, 19, 20 and 24 - 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Spencer patent, either alone, or in combination with one of the Gusley patent or the Kaufeld et al. patent. Nevertheless, of the rejected claims, six are independent, namely claims 1, 8, 14, 21, 27 and 28. Applicants amended claims 1, 8, 14, 21, 27 and 28 to recite features that are neither disclosed nor suggested by any of the Spencer, Gusley or Kaufeld et al. patents.

Claim 1 provides a computer-implemented method. The method includes, *inter alia*, receiving a communication from a first party, receiving a correspondence from a second party, recognizing a pattern between the communication from the first party and the correspondence, and suggesting a product or service to at least one of the first party or the second party based on the pattern.

Applicants have not found a disclosure or suggestion in any of the Spencer, Gusley or Kaufeld et al. patents, of **recognizing a pattern** between a communication from a first party and a correspondence from a second party, and **suggesting a product or service** to at least one of the first party or the second party **based on the pattern**, as recited in claim 1. Accordingly, Applicants submit that claim 1 is novel and non-obvious over the Spencer, Gusley and Kaufeld et al. patents, whether these patents are considered independently or in combination with one another.

Independent claims 8, 14, 21, 27 and 28 each includes a recital similar to that of claim 1, as described above. Accordingly, for reasoning similar to that provided in support of claim 1, Applicants submit that each of claims 8, 14, 21, 27 and 28 is also novel and non-obvious over the Spencer, Gusley and Kaufeld et al. patents.

All of the other rejected claims depend from one of claims 1, 8, 14 or 21. By virtue of such dependence, all of these other claims are also novel and non-obvious over the Spencer, Gusley and Kaufeld et al. patents.

Applicants respectfully request reconsideration and withdrawal of the rejections of claims 1 – 4, 6 – 17, and 19 – 28.

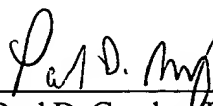
As mentioned above, Applicants amended independent claims 1, 8, 14, 21, 27 and 28 to recite features that are neither described nor suggested by the art of record. Additionally, Applicants amended dependent claims 3, 10, 16 and 23 for consistency with the independent claims. None of the amendments is intended to narrow the meaning of any term of the claims, and as such, the doctrine of equivalents should be available for all of the elements of all of the claims.

Applicants added claims 29 - 36 to even further provide the claim coverage that Applicants appear to deserve based on the prior art that was cited by the Examiner. A favorable consideration that also results in the allowance of claims 29 - 36 is earnestly solicited.

In view of the foregoing, Applicants respectfully submit that all claims presented in this application patentably distinguish over the prior art. Accordingly, Applicants respectfully request favorable consideration and that this application be passed to allowance.

Respectfully submitted,

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Date

  
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